

## Claims

I claim:

1. A method for obtaining and presenting data to a user, comprising:  
receiving data at a user device, the data being received via a downloading process that is adjusted to reflect on-line activity at the first device;  
storing the data at the first device; and  
presenting the stored data to the user regardless of network connectivity of the user device.
2. The method according to claim 1, further comprising:  
determining when specific sets of data are presented to the user; and  
requesting new data to replace the presented data.
3. The method according to claim 2, wherein the specific sets of data are advertisements.
4. The method according to claim 1, wherein the user device initiates the downloading process.
5. A method for obtaining and presenting data to a user, comprising:  
determining when data is to be downloaded to a first device;  
detecting when the first device is online;  
when data is to be downloaded and when the first device is on-line, initiating a download of data at the first device, the data being downloaded based on on-line activity of the first device; and  
presenting the data to the user via the first device, regardless of network connectivity of the first device.

6. The method according to claim 5, further comprising storing the downloaded data at the first device.

7. The method according to claim 5, further comprising:  
providing user profile information from the first device to a second device; and  
receiving data from the second device, the data being selected based on the user profile information.

8. The method according to claim 5, wherein the first device is a personal computer.

9. The method according to claim 8, further comprising storing the downloaded data on a storage device of the display device.

10. The method according to claim 7, wherein the initiating step comprises:  
sending a log-in request from the first device to a second device every time the first device goes on-line.

11. The method according to claim 10, wherein the log-in request includes a user ID.

12. The method according to claim 7, further comprising sending a content information request to the second device.

13. The method according to claim 7, wherein the second device is a server.

14. The method according to claim 5, further comprising setting a flag associated with the data that is presented to the user.

15. The method according to claim 14, wherein the determining step comprises:  
checking the flag for the data; and  
requesting new data for each data with its flag set.

16. The method according to claim 15, wherein the new data replaces the data with its flag set.

17. The method according to claim 5, wherein the data includes advertisements.

18. The method according to claim 17, wherein the advertisements are presented to the user as at least one of a screensaver, wallpaper , a start-up screen, and a shut-down screen.

19. The method according to claim 5, wherein the presenting step comprises selecting specific ones of the data to present to the user; and tracking the specific ones of the data presented to the user.

20. The method according to claim 19, wherein the selecting step comprises: selecting data that has not previously been presented to the user; and if no data remains that has not previously been presented to the user, re-presenting data to the user.

21. A method of providing data to a user device, comprising:  
receiving a request initiated by a user device, the request including a user ID;  
associating the user ID with a user profile;  
determining, based on the user profile, select data to be provided to the user device; and  
downloading the select data to the user device based on on-line activity of the user device.

22. The method according to claim 21, further comprising receiving the data from a third party, the data to be provided to users based on a target audience, the third party having no knowledge of the user profiles.

23. The method according to claim 21, further comprising receiving a user profile from the user device when the user device initially logs-in.

24. The method according to claim 21, wherein the user profile includes at least one of a name, address, hobbies, education level, salary or other characteristics of a user.

25. The method according to claim 21, wherein the data includes advertisements.

26. The method according to claim 25, wherein the user profile indicates a type of advertisement the user wishes to receive or has been selected, based on his profile, to receive.

27. The method according to claim 21, wherein the request includes a content information request.

28. The method according to claim 27, further comprising, in response to the content information request, providing a content response including an address where the data to be downloaded is located, to the user device.

29. The method according to claim 28, wherein the address is an URL address.

30. A computer system for providing targeted information to users, comprising:  
a server device including:  
means for receiving a plurality of information messages, the information messages being associated with at least one of a plurality of target audiences;  
a profile manager for managing user profiles, the user profiles including information to associate users with the target audiences;  
a content supplier providing a format of the information message for the user;  
an upload component storing the plurality of information messages;

a server component receiving requests for information messages, the requests including data to associate the request with a user profile, and sending information messages in response to the requests, the information messages that are sent being determined by comparing the target audience for the information message and the user profiles.

31. The system according to claim 30, wherein some of the plurality of information messages is provided to a plurality of users.

32. The system according to claim 30, further comprising a means for charging based upon the number of users a message is provided to.

33. The system according to claim 30, further comprising a client including:  
means for obtaining profile information from a user;  
means for determining that new information messages are needed;  
means for initiating communication with the server to retrieve the new information messages; and  
means for tracking the presentation of information.

34. The system according to claim 33, wherein the server device further comprises means for generating a unique user ID for the client devices

35. The system according to claim 30, wherein a number of users are grouped together in a user profile.

36. A computer useable information storage medium storing computer readable program code means for causing a computer to perform the steps of:  
determining when data is to be downloaded to a first device;  
detecting when the first device is online;

when data is to be downloaded and when the first device is on-line, initiating a download of data at the first device, the data being downloaded to the first device based on on-line activity of the first device; and

presenting the data to the user via the first device, regardless of network connectivity of the user device.